

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1 9 6 0 *File*

20th YEAR • A WEEKLY PUBLICATION

Week of May 2, 1960

january

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/ 31	25	26	27	28	29	30

july

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/ 31	25	26	27	28	29	30

february

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

august

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

march

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

september

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

april

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

october

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

may

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

november

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

june

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

december

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 29, 1960</u>			
Friday April 29 8:30 A.M. Breakfast	PREVIEW: WINTER SKIWEAR COLLECTION White Stag will present their 1960-61 Winter skiwear collection for men, women and children. Showing at 9:15 A.M. By invitation for press and resident buyers. Contact: Vera Holton, BR. 9-1972.	WHITE STAG (1407 BROADWAY)	CAFE FRANCAIS ROCKEFELLER PLAZA
Friday April 29 10:00 A.M. Coffee	PRESS PREVIEW: JUNIOR SUMMER FASHIONS Arnold Constable will preview their Summer fashions for the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
<u>WEEK BEGINNING SUNDAY, MAY 1, 1960</u>			
Sunday May 1 12:00 Noon Brunch	FALL AND WINTER CALIFORNIA SHOWING Preview in California of the Maxwell Shieff Fall and Winter collection. By invitation. New York Publicity: Eve Siegel, MU. 8-4598.	MAXWELL SHIEFF (317 S. ROBERTSON)	2155 YSIDRO DRIVE BEVERLY HILLS, CAL.
Sunday May 1 1:00 P.M. Brunch	FASHIONS AND HATS DURING BRUNCH Fashions by Seymour Jacobson; millinery by Emme; shoes by Fiorentina; coiffures by Laurence of Ultima. Reservations--\$4.00; contact: "Mr. Gilbert", CI. 6-7700. Fashion Show Director: Peggy Cantor, MU. 9-8542.	SEYMOUR JACOBSON; EMME	HAMPSHIRE HOUSE FOUNTAIN ROOM
Beginning Sunday May 1	OPENING OF FALL COLLECTIONS Contact: California Fashions Creators, 740 South Broadway, Los Angeles.	CALIFORNIA FASHION CREATORS	INDIVIDUAL SHOWROOMS
Beginning Monday May 2	OPENING OF FALL KNITWEAR COLLECTION Fall knitwear collection from Tricosa of Paris--dresses, coats, suits and coordinates--continuous daily showings. Contact: Marga Hall, WI. 7-3968. Publicity: Sue Gardner, 90 Riverside Drive, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 7TH FLOOR
Beginning Monday May 2	FALL COAT COLLECTION: CALIFORNIA PREMIERE First Fall coat collection designed by Nelson Nathanson. By invitation. Contact: Madison 7-1383. N. Y. Publicity: Julia Berren Assoc. MU. 7-6865.	STANLEY NELSON	217 EAST 8TH STREET LOS ANGELES, CAL.
Beginning Monday May 2	OPENING OF FALL BRIDAL COLLECTION Pandora's collection of Fall bride and bridesmaid fashions at continuous daily showings. Contact: Nat Glickstein, LO. 4-3412.	PANDORA FROCKS; PAN FORMALS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 2	OPENING: BOYS' FALL COLLECTION Hi-Line will introduce their "Cavalier" collection in plush "Pheasant" tones for young gentlemen in sizes 2-4 and 3-7. By appointment. Publ.: Ruth Shaw Associates, 110 West 34th Street, WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Beginning Monday May 2	OPENING: FALL-WINTER BRIDESMAID COLLECTION Fall-Winter bridesmaid collection, designed by Dee Dee Jarrette, at continuous daily showings. Contact: Robert Keiser, WI. 7-6220.	HARRY KEISER, INC.	525 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday May 3 10:00 A.M. Coffee	PRESS PREVIEW: CHUBBY SUMMER FASHIONS Preview of Chubby Summer fashions for camping or town, to the press. By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT (465 FIFTH AVENUE)	10TH FLOOR
Tuesday May 3 10:30 A.M.	PRESS PREVIEW OF BEACH HATS William J will present his collection of beach hats to the press and buyers. By invitation. Contact: CI. 5-8956.	WILLIAM J	56 WEST 57TH STREET SALON
Beginning Tuesday May 3 10:30 A.M.	OPENING OF FALL SUIT COLLECTION Showing at 10:30 A.M., May 3, 17, 24, 31, June 7, 14, 21. By reservation. Contact: Tillie Smith, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 3 2:00 P.M.	FALL AND WINTER CALIFORNIA SHOWING Showing in California of Travilla's Fall and Winter collection. By invitation. Contact: OL. 5-6866 or OL. 2-6905 (in Los Angeles).	TRAVILLA	853 N. LA CIENGA B'LV'D. LOS ANGELES, CALIFORNIA
Tuesday May 3 3:00 P.M.- 7:00 P.M.	"TEN BEST DRESSED ROOMS"--HOUSE TOUR Ten leading interior decorators will create rooms for the following ten social, theatrical and political personalities, who will appear that evening: Polly Bergen, Ray Bolger, the comic strip character "Dondi," Arlene Francis, Dave Garroway, Senator Jacob Javitz, Mary Martin, Dina Merrill, Mrs. Richard M. Nixon and Amy Vanderbilt. Tickets: \$5.00, for benefit of Visiting Nurse Service of N. Y. Contact: LE. 5-1100. Publicity: Charlotte Byrum, MU. 8-5200.	NATIONAL DESIGN CENTER	415 EAST 53RD STREET
Tuesday May 3 4:00 P.M. Cocktails	PRESS PREVIEW OF KNITWEAR COLLECTION Lawrence Knitwear will present their "Lofties" collection of knit dresses, suits, sweaters and skirts; also introduction of prestige knit collection, "Marberni". By invitation for press and buyers. Continuous daily showings thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	LAWRENCE KNITWEAR (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Wednesday May 4 9:00 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION "Prima Colazione"--press preview of the Fall shoe collection, designed by Silvia of Fiorentina. By invitation. Publicity: Peggy Cantor Assoc., 117 East 37 Street, MU. 9-8542.	FIorentina SHOES, INC.	789 MADISON AVENUE AT 67TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 4- May 14	FOURTH ANNUAL WORLD TRADE FAIR More than 3000 exhibits, with products and raw materials from 65 countries; also women's fashions and accessories, featuring Israeli fashion show. Press preview, Tues., May 3, 2:00-5:00 P.M. By invitation. Tickets: \$1.50. Contact: United Public Relations, PL. 1-3950.	U. S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Wednesday May 4 4:30 P.M. Champagne	PREVIEW OF FALL PILE COATS Union Carbide and Malden Mills will preview Fall coats by Aintree Modes and Tina Rae Jrs. in Malden's "Champagne" deep pile fabric; also a group for Back-To-School. By invitation for press and buyers. Publicity: Marian Christopher at Creative PR, MU. 8-5811.	UNION CARBIDE CORP.; MALDEN MILLS	500 CLUB 500 SEVENTH AVENUE
Thursday May 5 9:00 A.M. Breakfast	PREVIEW: FALL COORDINATES COLLECTION Davino will present their new collection for Fall, designed by Jeanne Damon Levy. Showing at 9:30 A.M. For press and resident buyers, by invitation. Showing thereafter at showroom, 1407 Broadway. Fashion Director: Mia Grau. Contact: Selma Feld, OX. 5-4375.	DAVINO, INC. (DIV. HENRY LEVINE CO.)	1407 CLUB 1407 BROADWAY
Thursday May 5 9:30 A.M. Coffee	PRESS PREVIEW OF SPORTSWEAR IMPORTS Showing of Ohrbach's sportswear and beachwear imports from Austria, Denmark, England, France, Italy, West Germany. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON
Thursday May 5 12:30 P.M. Luncheon	FASHIONS FOR SUMMER DURING LUNCHEON Presentation of Summer collection, available at "Miss Bergdorf." Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ABE & MORT SCHRADER (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Beginning Thursday May 5	PREMIERE SHOWING: SPORTSWEAR FASHIONS The new firm of Ramos Sportswear will present their first collection of ski, after ski and country casuals at continuous daily showings. Contact: WA. 9-2860.	RAMOS SPORTSWEAR, LTD.	1410 BROADWAY SHOWROOM - 34TH FLOOR
Monday May 9 3:00 P.M.- 6:00 P.M. Champagne	PRESS PREVIEW OF NEW BEAUTY SALON Laurence of Ultima will invite the press to a champagne party to demonstrate hairstyling and facial treatments. By invitation. Contact: CI. 5-0950. Publicity: Peggy Cantor Associates, MU. 9-8542.	ULTIMA	30 WEST 57TH STREET SALON - 6TH FLOOR
Monday May 9	FINAL RESERVATION DAY; FASHION STUDY TOUR Forty-seven days (June 24 - August 10) behind the scenes tour of the fashion houses of England, France and Italy, with ten days in Paris; also tour of fabric houses in England, Germany, Italy and Scotland. Fee: \$1696.00, including all but tips and lunches in Paris. Contact: OX. 7-8848.	LABORDE FASHION TOUR (22 EAST 42ND STREET)	IDLEWILD AIRPORT S.A.S.
Tuesday May 10 11:00 A.M.; 2:30 P.M.	PREVIEW OF FALL COLLECTION Majestic Specialties will present their collection of color-coordinated Fall separates. For press and buying offices. By invitation. Continuous daily thereafter. Contact: Marianne Cruze, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 10 12:00 Noon Luncheon	SPECIAL SPEAKERS AT LUNCHEON Featured speakers: Adam L. Gimbel, President of Saks Fifth Ave., "New Goals for Fragrance in the Sixties"; Ilka Chase, author of the forthcoming book, "Three Men on the Left Hand". Tickets: \$10.00. Contact: PL. 9-5980.	THE FRAGRANCE FOUNDATION, INC.	HOTEL PLAZA BALLROOM
Tuesday May 10 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW DESIGNED BY STUDENTS Afternoon show, 2:30 P.M.--Tickets: \$2.00. Evening show, 8:30 P.M.--Tickets: \$3.00 (general admission); \$5.00 (reserved). Contact: Mr. Alvin Appel, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
Tuesday May 10 2:30 P.M.- 5:30 P.M.	TOUR OF DISTINGUISHED RESIDENCES The United States Committee for The United Nations in cooperation with the National Society of Interior Designers presents a house tour of seven residences designed by leading members of the NSID. Tickets: \$15.00: Burden Littell Bureau, 127 East 69 Street. Publicity: Ted Materna Assoc., for NSID, PL. 3-3240; Barbara Kraus for USCFUN, PL. 5-1500.	NATIONAL SOCIETY OF INTERIOR DESIGNERS	SEVEN RESIDENCES
Wednesday May 11 9:30 A.M. Coffee	PRESS PREVIEW: FALL OUTERWEAR & RAINWEAR John Weitz will present Fall outerwear and rainwear, manufactured by Sportabouts. By invitation. Contact: Ted Lobman, BR. 9-8250.	SPORTABOUTS (JOHN WEITZ)	1407 BROADWAY SHOWROOM - RM. 1100
Wednesday May 11 4:00 P.M.	PREVIEW: FALL COLLECTION Burke-Amey will present their Fall collection of afternoon and evening wear designed by Ronald Amey. By invitation. Thereafter by appointment. Publicity: Gladys Steiner at Lester Harrison, PL. 1-6630.	BURKE-AMEY, INC.	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
Thursday May 12 9:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION Mignon will present their Fall collection to press and resident buyers at 10:00 A.M. By invitation. Trade showings thereafter Mon., Wed., Fri., at 11:30 A.M. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 12 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION Preview of Murray Zenkel's Fall collection designed by Walter Gerson, for press and buyers, followed by luncheon. By invitation. Beginning Mon., May 16, continuous daily. Contact: Florence Kirzner, CH. 4-2270.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday May 12 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Showing of Jerry Gilden's Spring-Summer collection, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Gilden contact: Bill Durland, LO. 3-6200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JERRY GILDEN, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday May 12 3:30 P.M.	EIGHTH ANNUAL COTTON FASHION AWARD "Blue Ribbon Cottons" fashion show, featuring Jane Derby's fashions and past winners. Cotton award will be presented to Jane Derby by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 9-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 13 12:00 Noon Luncheon	LUNCHEON SHOWING OF CHILDREN'S FASHIONS Prices: \$8.00, members; \$10.00, guests. Angelica Cannon. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Monday May 16 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Branell's Fall collection for the press, showing at 10:00 A.M. By invitation. Trade showings beginning Tues., May 17 at 2:30, by appointment. Publicity: Eleanor Lambert, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday May 16 12:30 P.M. Buffet	PRESS PREVIEW OF FALL FASHIONS Hannah Troy will present her Fall collection to the press. By invitation. Trade showings beginning Tues., May 17 at 1:00 P.M. Contact: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday May 16 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Trade showings at 2:30 P.M., beginning Tues., May 17, by appointment. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday May 16 5:00 P.M. Cocktails	PREVIEW: FALL FASHIONS IN ROYAL "O" FABRIC Leading manufacturers' designs of women's, children's and men's wear in Royal "O". Showing at 6:00 P.M., for press and buyers. By invitation. Publicity: Barbara Engel at Robert Kane Advertising, MU. 3-8184. Fashion Director & Commentator: Mia Grau, PL. 5-1127.	U. S. RUBBER CO.; WM. SIMPSON CO.	SAVOY-HILTON HOTEL GOLD ROOM
Beginning Monday May 16	OPENING OF FALL KNIT COLLECTION Opening of new Fall knitwear collection for press and buyers. By appointment. (Note Change of Date.) Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
Tuesday May 17 9:00 A.M. Breakfast	PREVIEW: FUR-LINED COATS AND SUITS Fall collection of fur-lined coats and suits; also the franchised "Chamonix" collection. Millinery by John Frederics; coiffures by Ultima; shoes by Fiorentina. By invitation. Thereafter at showroom, 9:30 A.M. and 3:30 P.M., by appointment. Contact: Belmont Gottlieb, LO. 5-4632 or PE. 6-9497. Publicity: Peggy Cantor Assoc., MU. 9-8542.	STYLE TRENDS (512 SEVENTH AVENUE)	SHERATON-EAST HOTEL TRIANON ROOM
Tuesday May 17 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC Theme: "Autograph Fashions" -- complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for press and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	NEW YORKER HOTEL TERRACE ROOM
Tuesday May 17 12:30 P.M. Luncheon	BACK-TO-SCHOOL & FALL COLLECTIONS Luncheon, followed by preview of back-to-school and Fall fashions, for press and buyers. By invitation. Thereafter continuous daily showings. Contact: Aaron Wolf, BR. 9-7160.	MASKET BROTHERS SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

DATEWHAT'S GOING ONGIVEN BYWHEREOPENING OF FALL COLLECTIONS BY MEMBERS OF THE NEW YORK COUTURE GROUPDRESS COUTURE GROUP MEMBERSTUESDAY, MAY 17

Rudolf Gowns Inc.	10:30 A.M.	530 7th (12 Fl.)	WI. 7-6865
Estevez, Inc.	12:00 Noon	550 7th (4 Fl.)	LO. 4-6337
Junior Sophisticates	1:00 P.M.	498 7th (4 Fl.)	LO. 4-0462
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl.)	LO. 3-0988
Oleg Cassini, Inc.	1:15 P.M.	498 7th (11 Fl.)	LO. 5-6453
Gothel	1:15 P.M.	530 7th (4 Fl.)	LO. 5-2727
Branell	2:30 P.M.	530 7th (27 Fl.)	PE. 6-6983
Maurice Rentner Ltd.	2:30 P.M.	498 7th (16 Fl.)	LA. 4-6968
Townley, Inc.	4:00 P.M.	550 7th (2 Fl.)	LO. 4-2155

WEDNESDAY, MAY 18

Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl.)	LA. 4-7540
Grenelle-Roberts	12:00 Noon	550 7th (18 Fl.)	LO. 4-5820
Harvey Berin Ltd.	1:00 P.M.	530 7th (7 Fl.)	PE. 6-0206
Nat Kaplan Inc.	1:15 P.M.	498 7th (21 Fl.)	LO. 5-4115
Paul Parnes Corp.	2:15 P.M.	498 7th (10 Fl.)	CH. 4-4600
Larry Aldrich Inc.	2:30 P.M.	530 7th (12 Fl.)	CH. 4-1872
Samuel Winston Inc.	4:00 P.M.	530 7th (11 Fl.)	CH. 4-2617

THURSDAY, MAY 19

Ben Reig, Inc.	10:00 A.M.	498 7th (23 Fl.)	CH. 4-1542
Christian Dior, N. Y.	2:30 P.M.	498 7th (17 Fl.)	LO. 4-9220
Anne Fogarty	3:00 P.M.	530 7th (6 Fl.)	WI. 7-5335

TUESDAY, MAY 24

Edward Abbott	10:30 A.M.	530 7th (10 Fl.)	LA. 4-8490
---------------------	-----------------	------------------	------------

TUESDAY, MAY 31

Parnis-Livingston	12:00 Noon	530 7th (18 Fl.)	BR. 9-5014
-------------------------	-----------------	------------------	------------

WEDNESDAY, JUNE 1

Adele Simpson Inc.	10:00 A.M.	530 7th (23 Fl.)	LA. 4-7626
Jane Derby, Inc.	10:30 A.M.	550 7th (23 Fl.)	LA. 4-9350
Pattullo-Jo Copeland	10:30 A.M.	498 7th (14 Fl.)	LO. 3-5650
Cecil Chapman	2:30 P.M.	530 7th (2 Fl.)	LA. 4-5800

FRIDAY, JUNE 3

B. H. Wragge, Inc.	11:00 A.M.	550 7th (9 Fl.)	WI. 7-4968
-------------------------	-----------------	------------------	------------

WEDNESDAY, JUNE 8

Trigere, Inc.	2:30 P.M.	550 7th (16 Fl.)	LO. 3-1600
--------------------	----------------	------------------	------------

COAT & SUIT COUTURE GROUP MEMBERSFRIDAY, APRIL 15

Davidow	By Appointment	550 7th (21 Fl.)	PE. 6-6909
---------------	---------------------	------------------	------------

MONDAY, MAY 23

Marquise Coat & Suit	2:30 P.M.	512 7th (35 Fl.)	BR. 9-5794
----------------------------	----------------	------------------	------------

WEDNESDAY, MAY 25

Harry Frechtel	2:00 P.M.	205 W.39 (4 Fl.)	PE. 6-1310
----------------------	----------------	-------------------	------------

TUESDAY, MAY 31

Originala	2:00 P.M.	512 7th (43 Fl.)	BR. 9-8988
-----------------	----------------	------------------	------------

THURSDAY, JUNE 2

Monte-Sano & Pruzan Ltd.	10:30 A.M.	21 W.46 (8 Fl.)	JU. 2-2317
-------------------------------	-----------------	------------------	------------

FRIDAY, JUNE 3

Ben Gershel & Co.	2:00 P.M.	512 7th (37 Fl.)	LA. 4-2544
------------------------	----------------	------------------	------------

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 17 1:15 P.M.	OPENING OF FALL COLLECTION Showings May 17, 18, 19, 24, 25, 26, 31, June 1, 2, at 1:15 P.M. By invitation. Contact: John Vasdekis, LO. 5-6453. Publicity: Alfred Davidson Assoc., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 17 3:00 P.M.	FALL SPORTSWEAR BY ANNE FOGARTY Opening of Fall sportswear collection, designed by Anne Fogarty. Thereafter by appointment. Contact: Ceil Maurer. WI. 7-2284.	SPORTS EDITIONS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Tuesday May 17	PETITE AND MISSES FALL COLLECTION Showing of the Fall collections of Petti-4's, for the petite miss; and "Terry Rogers" misses sizes. Contact: CH. 4-3558.	GROSS SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 18 9:15 A.M.	OPENING OF FALL DRESS COLLECTION Showing May 18, 24, 26, June 1, 2, 7, 8, 9, at 9:15 A.M., by appointment. Contact: Miss Fritz, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 18 9:30 A.M.	FALL COLLECTION BY BONNIE CASHIN Bonnie Cashin's Fall designs for Philip Sills in leather, tweed, knits and after skiwear. By invitation. Thereafter daily at 10:30 A.M., by appointment. Contact: LO. 5-0274.	SILLS & CO., INC.	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Wednesday May 18 12:00 Noon	OPENING OF FALL COLLECTION Showings May 18, 19, 23, 24, 26, 31, June 1, 2, 6, 7, 8, at 12:00 Noon. By appointment. Contact: LO. 4-5820.	GRENELLE-ROBERTS, INC.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday May 18 1:00 P.M.	OPENING OF FALL SPORTSWEAR COLLECTION Opening of the Mr. Mort Fall sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW OF SPORTSWEAR COLLECTION Cabana will present their Fall-Holiday collection of separates, dresses and sportswear, designed by Pembroke Squires. By invitation, for press and buyers. Continuous daily showings thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	CABANA (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Wednesday May 18 5:30 P.M.- 7:30 P.M.	ANNUAL BLUE GRASS PARTY Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Beginning Wednesday May 18	OPENING OF FALL COLLECTION Dorothy O'hara will present her Fall collection to the press and buyers, at continuous showings. Contact: Fay Goldsmith, LA. 4-8170. Publicity: Helen Seitz at Alfred Davidson Associates, PL. 5-0868.	DOROTHY O'HARA, INC. CALIFORNIA	488 SEVENTH AVENUE SHOWROOM - SUITE 509

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 19 8:45 A.M. Breakfast	"YOUNG FASHIONS" FOR FALL 1960 Fall fashions for toddlers, girls, pre-teens and boys. Commentator: Virginia Shaw, fashion editor. For retail and resident buyers, by invitation. Contact: Fashion Promotion Dept., MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
Thursday May 19 11:00 A.M.	PRESS PREVIEW OF PILE FABRICS "The Plush Life" -- from all segments of the market, showing of fashions in pile fabrics. By invitation. For buyers, merchandise managers, manufacturers, beginning Fri., May 20 - June 17, daily from 9:30 A.M. to 4:30 P.M. Contact: Berta MacDonald, PL. 1-2100, Ext. 464.	HARPER'S BAZAAR	SHERATON ATLANTIC ROOM 460 (McALPIN)
Thursday May 19 12:30 P.M. Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS Showing of Nelly De Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday May 19 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Cocktail and evening fashions to press and buyers. By invitation. Continuous thereafter. Contact: Sidney Newfield, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday May 19 4:00 P.M.	OPENING OF FALL COLLECTION Fall collection of dresses, costumes and suits. Beginning Tues., May 24, daily at 4:00 P.M., by reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday May 19 4:00 P.M.	PREVIEW OF MISSES FALL DRESSES Bob Smith will preview his Fall collection of misses dresses. By invitation. Continuous through June 3. Contact: Chad Markham, LA. 4-1380.	BOB SMITH, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday May 19 5:30 P.M.- 8:00 P.M.	"FALL OPENINGS COCKTAIL PARTY" The New York Couture Group members will invite the press, retailers and buyers. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	NEW YORK COUTURE GROUP, INC.	HOTEL PLAZA BALLROOM
Friday May 20 10:30 A.M.; 11:30 A.M.	PREVIEW OF FALL DRESS COLLECTIONS Leonard Arkin's Fall collection at 10:30; Andrew Arkin's at 11:30, for press and buyers. "Special Occasions" by Arkin Mon., May 23 at 2:00 P.M., Trade week of May 23. By invitation. Contact: Pat Goldman, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday May 20 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Showing at 12:00 Noon, followed by luncheon. Trade, May 24, June 2, 7, 9, at 12:00 Noon. By invitation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday May 20 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS Lee Claire will present late day, cocktail, and formal fashions to press and buyers. By invitation. Trade showings at 12:00 Noon, May 25, 26, June 1, 2, 6, 7, 8, 9, 13, 14. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 20 2:30 P.M.	PRESS PREVIEW OF FALL DRESS COLLECTION Preview at 2:30 P.M., by invitation. <u>Trade showings</u> May 24, 25, 26, 31, June 1, 2, 7, 8, 9, at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday May 20 3:30 P.M.	PRESS PREVIEW OF DRESS COLLECTION For press and buyers, by invitation at 3:30 P.M. <u>Trade showings</u> May 24, 25, 31, June 1, 7, 8 at 10:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday May 23 1:00 P.M.	OPENING OF FALL COLLECTION Showing at 1:00 P.M., May 23, 25, 31, June 1, 2, 6, 7, 8. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday May 23 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Fall dress collection for press and buyers. By invitation. Thereafter at 2:30 P.M., by reservation. Contact: Janet Wallace, CH. 4-5706.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday May 23 4:00 P.M. Cocktails	PREVIEW: FALL-WINTER CALIFORNIA FASHIONS Fall-Winter daytime, cocktail and evening fashions by Maxwell Shieff; also capsule introduction of bridal collection. By invitation. Daily there- after in private suite at Savoy-Hilton. Publicity: Eve Siegel, MU.8-4598.	MAXWELL SHIEFF (LOS ANGELES)	SAVOY-HILTON HOTEL LE CHATEAU
Monday May 23 4:00 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION Preview for press and buyers at 4:00 P.M., by invitation. Thereafter showings by appointment at showroom. Contact: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER (530 SEVENTH)	500 CLUB 500 SEVENTH AVENUE
Beginning Monday May 23	OPENING OF FALL COLLECTION Ulla's Fall collection of active sportswear, separates and boutique items, designed by Vicki Cooper. Contact: Don Cooper, BR. 9-9076.	ULLA	1384 BROADWAY SHOWROOM - RM. 1118
Beginning Monday May 23	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Showing of Jacques Kaplan's Fall-Winter fur collection for Georges Kaplan. For press by appointment. Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Tuesday May 24 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION By invitation. Showings thereafter May 26, 31, June 2, 8, at 10:00 A.M., by appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 24 10:30 A.M.	PRESS PREVIEW OF FALL DRESSES Edward Abbott's Fall dress collection, designed by Wilson Folmar. By invitation. <u>Trade showings</u> , May 25, 26, June 1, 2, 3, 6, 7, 8, 9, 10 at 10:30 A.M. By reservation. Contact: Mr. Revell, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 24 10:30 A.M.	PREVIEW: FALL JUNIOR COAT & SUIT COLLECTION Designed by John Anthony; shoes by Fiorentina; gloves by Fownes; bags by Jana; hats by Dachette; Jewelry by Laguna. Preview for the <u>press</u> <u>10:00 A.M., Tuesday, May 24. For buyers, Wednesday, May 25, 3:00 P.M.</u> By invitation. Contact: PE. 6-4580.	DEVONBROOK, LTD.	1400 BROADWAY SHOWROOM - 10TH FLOOR
Tuesday May 24 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow's Fall collection of coats, suits and ensembles. By invita- tion. Thereafter, May 26, 31, June 2, 7, at 11:30 A.M., by appointment. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 24 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Nannette will present to the press and buyers her collection of trimmed cashmeres, imported knit dresses and ensembles. By invitation. There- after in showroom. Publicity: Margaret Hodge, PL. 5-7630.	NANNETTE CASHMERES (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 24 12:00 Noon Luncheon	OPENING OF FALL COLLECTION Alison will present their Fall collection, designed by Lucel. By invita- tion. Showings thereafter Tuesdays and Thursdays at 12:00 Noon, by appointment. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 24 2:00 P.M.	SHOWING OF FALL JUNIOR FORMALS Showings May 24, 25, 26, 31, June 1, 2, 7, 8, 9 at 2:00 P.M. Contact: Lucille Haley, LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 24 3:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Fall collection of shirts, separates, pants, skirts and knits. For press and resident buyers, by invitation. Contact: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 24 4:00 P.M. Cocktails	PREVIEW: FALL-WINTER LEATHER FASHIONS Fashions in leather by Samuel Robert for press and buyers. By invita- tion. Continuous thereafter at showroom. Contact: Lou Clarke, LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Beginning Tuesday May 24	OPENING OF FALL DRESS COLLECTION Continuous daily showings of formal and cocktail dresses for Fall, designed by Bill Underwood. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 25 9:00 A.M. Breakfast	PREVIEW: FALL RAIN- WEAR AND OUTERWEAR Preview of misses and junior Fall collection of rainwear and outerwear. By invitation. Continuous thereafter at showroom. Show Director: Mary Alice Rice. Publicity: Marion Cook, LA. 4-7942.	MARCH & MENDL; P. R. L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
Wednesday May 25 10:30 A.M.	FALL COAT AND SUIT ORIGINALS Preview of coat and suit originals, designed by Nichi Giglio. By invita- tion. Daily thereafter, by appointment. Contact: WI. 7-4717. Publicity: Julia Berren Associates, 545 Fifth Avenue, MU. 7-6865.	WM. DEVITZ, INC.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 25 10:30 A.M.	PREVIEW OF FALL DRESS COLLECTION Marty Goldberg and Max Lawrence will present their Fall collection, designed by Nancy Tracy. By invitation. Continuous thereafter. Contact: WI. 7-2055. Publicity: Helene Towers, MU. 3-6955.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 25 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection, May 25. Resident buyers' preview, Thurs., May 26 at 12:00 Noon followed by luncheon. By invitation. Showings thereafter, except Mon. and Fri. at 12:00 Noon, followed by luncheon, by appointment. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday May 25 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Showing of Rembrandt's Fall dress collection. Beginning Tuesday, May 31 daily showings at 2:30 P.M.; by appointment. Contact: Abe Cohen, LO. 4-3600.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 25 3:00 P.M.	PREVIEW OF FALL COLLECTION Preview for press and buyers. By invitation. Thereafter showings, beginning Wed., June 1, 2, 3, 6, 7, 8, 9 at 10:30 A.M., by reservation. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday May 25 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR COLLECTION Robert Sloan will present his Fall collection of sportswear, separates and blouses, designed by Sylvia de Gay. By invitation. Continuous daily thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	ROBERT SLOAN (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday May 25 4:00 P.M. - 6:00 P.M. Cocktails	PREVIEW OF FASHIONS USING NEW "ZEPHYR" "Bird's Eye View" of Fall and Holiday fashions by leading American designers, using Talon's new "Zephyr." Show at 4:30 P.M., staged by Walter Hazeltine. For press and retailers, by invitation. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	TALON, INC. (41 EAST 51ST STREET)	HOTEL PIERRE BALLROOM
Thursday May 26 10:00 A.M.	PREVIEW: FALL COAT & SUIT COLLECTION Jack Sarnoff will present his Fall coat and suit collection designed by Molly; also premiere showing of Molly's "custom sizes". For press and buyers, by invitation. Thereafter, June 1, 2, 7, 8, 9, 14 at 10:00 A.M., by appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday May 26 11:00 A.M.	FALL PREVIEW FOR THE PRESS By invitation. Daily showings, May 21 - June 17 from 9:30 A.M. to 4:00 P.M. Contact: Berta MacDonald, PL. 1-2100.	HARPER'S BAZAAR	572 MADISON AVENUE 11TH FLOOR
Thursday May 26 3:15 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" - PREVIEW Special afternoon performance of annual Milliken Breakfast show, for selected group of retailers, press and trade. (Curtain: 3:45 P.M. promptly.) By invitation and ticket only. Contact: Julie Buddy, Fashion Director, OX. 5-1200. Breakfast at 7:30 A.M. and showing at 8:25 A.M. on May 26, 31, June 2, 3, 4, 7, 8, 9, 14, 15, 17. For ticket contact: Andrea Petersen, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 31 10:00 A.M. Coffee	PREMIERE SHOWING: FALL COAT COLLECTION Stanley Nelson will present their first N. Y. showing of Fall coats, designed by Nelson Nathanson, for press and buyers. By invitation. Thereafter daily, by appointment. Publicity: Julia Berren Associates, MU. 7-6865.	STANLEY NELSON (LOS ANGELES, CAL.)	SAVOY-HILTON HOTEL
Tuesday May 31 11:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of coats and suits. By invitation. Trade 11:30 A.M., June 1, 3, 6, 8, 9, 14. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day" -- the new collection, showing at 12:00 Noon, May 31, June 1, 2, 7, 8, 9, 14, 15, 16 followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday May 31 12:00 Noon	OPENING OF FALL COLLECTION Junior dresses and separates May 31, June 1, 2, 7, 8, 9, at 12:00 Noon. By reservation. Beginning Monday, April 25, informal showings of early Fall cotton collection. Contact: Audrey Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday May 31 12:00 Noon	OPENING OF FALL COLLECTION Showings of Fall collection designed by Mollie Parnis, May 31, June 1, 2, 7, 8, 9, 14, 15 at 12:00 Noon. By invitation and reservation. Contact: BR. 9-5012.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday May 31 2:00 P.M.	SHOWING OF FALL COAT COLLECTION Showing of Originala's Fall coat collection. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday May 31 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Jane Derby's Fall collection for the press. By invitation. Showing thereafter, June 1, 2, 3, 7, 8 at 10:30 A.M., by appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 31 5:00 P.M. Cocktails	PREVIEW: FALL-WINTER CALIFORNIA FASHIONS Daytime, cocktail and evening fashions for Fall and Winter. For press and buyers, by invitation. Thereafter in private suite at Savoy-Hilton, by appointment. Contact: Travilla, 853 No. La Cienga Blvd., Los Angeles.	TRAVILLA (LOS ANGELES)	SAVOY-HILTON HOTEL LE CHATEAU
Tuesday May 31 7:45 P.M. Dinner	SPORTS ILLUSTRATED DESIGN AWARDS DINNER Annual dinner honoring nominees and winners of the 1960 Sports Illustrated Design Awards. By invitation. Contact: Patricia Young, JU. 6-1212.	SPORTS ILLUSTRATED MAGAZINE	ST. REGIS HOTEL ROOF AND PENTHOUSE
Beginning Tuesday May 31	OPENING OF FALL COAT COLLECTION Henry Friedrichs will present their Fall coat collection at continuous daily showings. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 31	OPENING OF FALL COAT COLLECTION Fall fur-trimmed and untrimmed coats. Contact:	BAITCH & CASTALDI	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR LO. 4-6886.
Wednesday June 1 9:30 A.M.	OPENING: FALL COATS AND SUITS Showings at 9:30 A.M., June 1, 2, 7, 8, 9, 14, 15, 16. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday June 1 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., June 1, 2, 7, 8, 9, 14, 15. By invitation and reservation. Contact: Rose Frank, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 1 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Preview of complete collection -- furs, hostess gowns, Fall and Holiday dresses, designed by Luis Estevez. By invitation. Luncheon will follow: (<u>Note Change Of Date.</u>) Trade showings May 17, 19, 24, 26, June 1, 2, 6, 7, 8, 9, at 12:00 Noon in showroom. Contact: LO. 4-6337.	ESTEVEZ, INC.	SHERATON-EAST HOTEL GRAND BALLROOM
Wednesday June 1 12:00 Noon Luncheon	PREMIERE: "MISS DIOR" HAT COLLECTION Luncheon for press and buyers to introduce "Miss Dior" hats. By invita- tion. Contact: Ben Lobell or Miss Ann, WI. 7-6776 or WI. 7-5629.	MISS DIOR HATS (1040 SIXTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 1 12:30 P.M. Luncheon	TWENTY-THIRD ANNUAL GRADUATION LUNCHEON Store and fashion executives will greet the graduating class. Alumnae will receive awards. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Harold Imber at Constance Hope, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Wednesday June 1 4:00 P.M.	PREVIEW OF FALL FASHIONS Preview of Fall cocktail and evening fashions designed by Helena Barbieri. By invitation. <u>Showings thereafter</u> June 2, 3, 7, 8, 9, 14, 15, 16 at 9:30 A.M., by appointment. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday June 1 4:30 P.M. Cocktails	PRESS PREVIEW: FALL COUTURE COLLECTION Mary Black's Fall couture collection for the press, by invitation. Daily showings beginning Thurs., June 2, from 9:00 A.M. to 5:00 P.M. By appointment. (<u>Note Change of Date</u>). Contact: Valerie Ward, PL. 8-2014.	MARY BLACK, INC.	41 WEST 57TH STREET SALON - 8TH FLOOR
Wednesday June 1 5:00 P.M.	OPENING OF FALL DRESS COLLECTION Fall collection designed by Pat Sandler. Thereafter, June 7, 8, 9, at 1:30 P.M. Contact: Ellen Sutton, CH. 4-8221.	HIGHLIGHT FASHIONS	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday June 1 5:30 P.M. Cocktails	FOURTH ANNUAL COLLEGE FASHION SHOW "Ten Best Dressed College Girls In America"--fashion show at 6:30 P.M. For retailers, by invitation. Contact: Angeline Dougherty, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 31	OPENING OF FALL COAT COLLECTION Fall fur-trimmed and untrimmed coats. Contact:	BAITCH & CASTALDI	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR LO. 4-6886.
Wednesday June 1 9:30 A.M.	OPENING: FALL COATS AND SUITS Showings at 9:30 A.M., June 1, 2, 7, 8, 9, 14, 15, 16. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday June 1 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., June 1, 2, 7, 8, 9, 14, 15. By invitation and reservation. Contact: Rose Frank, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 1 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Preview of complete collection -- furs, hostess gowns, Fall and Holiday dresses, designed by Luis Estevez. By invitation. Luncheon will follow: (<u>Note Change Of Date.</u>) Trade showings May 17, 19, 24, 26, June 1, 2, 6, 7, 8, 9, at 12:00 Noon in showroom. Contact: LO. 4-6337.	ESTEVEZ, INC.	SHERATON-EAST HOTEL GRAND BALLROOM
Wednesday June 1 12:00 Noon Luncheon	PREMIERE: "MISS DIOR" HAT COLLECTION Luncheon for press and buyers to introduce "Miss Dior" hats. By invitation. Contact: Ben Lobell or Miss Ann, WI. 7-6776 or WI. 7-5629.	MISS DIOR HATS (1040 SIXTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 1 12:30 P.M. Luncheon	TWENTY-THIRD ANNUAL GRADUATION LUNCHEON Store and fashion executives will greet the graduating class. Alumnae will receive awards. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Harold Imber at Constance Hope, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Wednesday June 1 4:00 P.M.	PREVIEW OF FALL FASHIONS Preview of Fall cocktail and evening fashions designed by Helena Barbieri. By invitation. <u>Showings thereafter</u> June 2, 3, 7, 8, 9, 14, 15, 16 at 9:30 A.M., by appointment. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday June 1 4:30 P.M. Cocktails	PRESS PREVIEW: FALL COUTURE COLLECTION Mary Black's Fall couture collection for the press, by invitation. Daily showings beginning Thurs., June 2, from 9:00 A.M. to 5:00 P.M. By appointment. (<u>Note Change of Date</u>). Contact: Valerie Ward, PL. 8-2014.	MARY BLACK, INC.	41 WEST 57TH STREET SALON - 8TH FLOOR
Wednesday June 1 5:00 P.M.	OPENING OF FALL DRESS COLLECTION Fall collection designed by Pat Sandler. Thereafter, June 7, 8, 9, at 1:30 P.M. Contact: Ellen Sutton, CH. 4-8221.	HIGHLIGHT FASHIONS	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday June 1 5:30 P.M. Cocktails	FOURTH ANNUAL COLLEGE FASHION SHOW "Ten Best Dressed College Girls In America"-- <u>fashion show at 6:30 P.M.</u> For retailers, by invitation. Contact: Angeline Dougherty, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 31	OPENING OF FALL COAT COLLECTION Fall fur-trimmed and untrimmed coats. Contact:	BAITCH & CASTALDI	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR LO. 4-6886.
Wednesday June 1 9:30 A.M.	OPENING: FALL COATS AND SUITS Showings at 9:30 A.M., June 1, 2, 7, 8, 9, 14, 15, 16. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday June 1 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., June 1, 2, 7, 8, 9, 14, 15. By invitation and reservation. Contact: Rose Frank, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 1 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Preview of complete collection -- furs, hostess gowns, Fall and Holiday dresses, designed by Luis Estevez. By invitation. Luncheon will follow: (<u>Note Change Of Date.</u>) Trade showings May 17, 19, 24, 26, June 1, 2, 6, 7, 8, 9, at 12:00 Noon in showroom. Contact: LO. 4-6337.	ESTEVEZ, INC.	SHERATON-EAST HOTEL GRAND BALLROOM
Wednesday June 1 12:00 Noon Luncheon	PREMIERE: "MISS DIOR" HAT COLLECTION Luncheon for press and buyers to introduce "Miss Dior" hats. By invitation. Contact: Ben Lobell or Miss Ann, WI. 7-6776 or WI. 7-5629.	MISS DIOR HATS (1040 SIXTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 1 12:30 P.M. Luncheon	TWENTY-THIRD ANNUAL GRADUATION LUNCHEON Store and fashion executives will greet the graduating class. Alumnae will receive awards. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Harold Imber at Constance Hope, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Wednesday June 1 4:00 P.M.	PREVIEW OF FALL FASHIONS Preview of Fall cocktail and evening fashions designed by Helena Barbieri. By invitation. <u>Showings thereafter</u> June 2, 3, 7, 8, 9, 14, 15, 16 at 9:30 A.M., by appointment. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday June 1 4:30 P.M. Cocktails	PRESS PREVIEW: FALL COUTURE COLLECTION Mary Black's Fall couture collection for the press, by invitation. Daily showings beginning Thurs., June 2, from 9:00 A.M. to 5:00 P.M. By appointment. (<u>Note Change of Date</u>). Contact: Valerie Ward, PL. 8-2014.	MARY BLACK, INC.	41 WEST 57TH STREET SALON - 8TH FLOOR
Wednesday June 1 5:00 P.M.	OPENING OF FALL DRESS COLLECTION Fall collection designed by Pat Sandler. Thereafter, June 7, 8, 9, at 1:30 P.M. Contact: Ellen Sutton, CH. 4-8221.	HIGHLIGHT FASHIONS	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday June 1 5:30 P.M. Cocktails	FOURTH ANNUAL COLLEGE FASHION SHOW "Ten Best Dressed College Girls In America"--fashion show at 6:30 P.M. For retailers, by invitation. Contact: Angeline Dougherty, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 2 10:30 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Ollie presents his Fall and Winter fur collection for press and resident buyers. By invitation. Contact: Ann Rosenberg, PE. 6-5573.	FRISHMAN & GINTEL	333 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 2 12:00 Noon Luncheon	PREVIEW: FALL COUTURE COLLECTION Daytime and evening couture collection for press and buyers. By invitation. Thereafter showing at 12:00 Noon daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 2 2:00 P.M. Champagne	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Society Collection Of Furs"--showing of Mr. John's Fall-Winter collection to the press. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN FURS	24 WEST 57TH STREET SALON - 7TH FLOOR
Thursday June 2 3:00 P.M. Cocktails	25TH ANNUAL COLLEGE CLINIC Back-To-School fashions from Mademoiselle's August college issue. Show at 4:00 P.M. Tickets: \$7.50; by invitation only. (Special buses stationed at Metropolitan Opera House will furnish transportation from garment district to Waldorf.) Contact: Alice Encke, PL. 9-2080.	MADMOISELLE MAGAZINE (575 MADISON AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 2 4:00 P.M.	PREMIERE SHOWING: COATS, SUITS, ENSEMBLES First preview of Lloyd-Schecter's Fall-Winter collection of coats, suits and ensembles. By invitation. Commentator: Mia Grau. Trade showings, June 7, 8, 9 at 9:30 A.M. Contact: Ann Dagistina, CH. 4-7035.	LLOYD-SCHECTER, INC.	512 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Thursday June 2 4:30 P.M. Cocktails	PREMIERE PREVIEW: FALL PETITE DRESSES Marty Goldberg and Max Lawrence will present their first preview of "Miss Martinette Petite", a new name in fashion, designed by Claire Newman. By invitation. Thereafter, continuous daily showings. Contact: WI. 7-2055. Publicity: Helene Towers, MU. 3-6955.	MARTINETTE PETITE (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Friday June 3 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Carl Bernstein will present his Fall-Winter fur collection for press and buyers. By invitation. Contact: Donald Bernstein, PE. 6-0546.	CARL BERNSTEIN & SONS	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 3 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. Showing promptly at 4:30 P.M. By invitation only, for retail stores. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
Monday June 6 10:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Soleta"--showing of Sol Schulman's Fall-Winter fur fashions to the press. Commentator: Mia Grau. By invitation. Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	SOL SCHULMAN CO.	150 WEST 30TH STREET SHOWROOM - 9TH FLOOR
Monday June 6 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Preview of Frank Leone's Fall collection of "Raffaele Originals" of daytime and evening fashions designed by Raffaele. By invitation. Contact: LO. 5-3250. Publicity: Julia Berren Assoc., MU. 7-6865.	FRANK LEONE, INC.; RAFFAELE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 6 4:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Showing of Fall junior dresses and costumes, designed by Violet Feigen. For press and buyers, by invitation. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 6 5:15 P.M. Cocktails	PREVIEW OF COUTURE FALL COLLECTION Only formal showing of daytime and evening Fall couture collection, designed by Angela. (<u>Note Change of Date</u>). Contact: Miss Rae, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SALON - 3RD FLOOR
Beginning Monday June 6	OPENING OF FALL JEWELRY COLLECTION Royal Craftsmen will present its Fall collection of Laguna's "Crown Jewel Look" in costume jewelry, to buyers and press, at continuous daily showings. Publicity: Barbara Kling, 527 Lexington Ave., PL. 3-1709.	ROYAL CRAFTSMEN, INC. (LAGUNA)	385 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 7 10:00 A.M.	PREVIEW: FALL DRESS COLLECTION Rona will present their Fall collection of misses' dresses and costumes. For press and buyers, by invitation. <u>Showings thereafter June 8, 9, 14, 15, 16 at 10:00 A. M.</u> Contact: Louise Bralow, CH. 4-3872.	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
Tuesday June 7 11:00 A.M.	OPENING OF FALL JUNIOR COLLECTION Showing June 7, 8, 14, 15 at 11:00. Contact: Lucille Haley, LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday June 7- June 8 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION The Mr. Mort Fall junior dress collection, designed by Lee Evans, at 1:00 P.M. on June 7, 8. By admission card only. Contact: Dorothea Marshall. OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 7 1:00 P.M.	OPENING OF FALL COLLECTION Fall collection designed by John Moore, June 7, 8, 9, 14, 16 at 1:00 P.M., by appointment. Contact: Jo MacLeod, BR. 9-1195.	TALMACK	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Showing of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. <u>Trade showing June 8 at 10:30 A.M.</u> Thereafter by appoint- ment. Contact: CH. 4-8685. Publ.: Pauline Green at Charles J. Charney, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 7 3:00 P.M.	OPENING OF FALL DRESS COLLECTION Showing of Fall dresses and ensembles designed by Betsy Daniels, begin- ning Tues., June 7, 8, 9, at 3:00 P.M. Contact: Jerry Cilman, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 7 3:00 P.M.	OPENING OF FALL JUNIOR FASHIONS Jeane Scott for Margot, showing June 7, 8, 14, 15 at 3:00 P.M. Contact: Lucille Haley, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

1961

JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						